

916012/19/05

Revised

**CITY OF RIVERSIDE****HUMAN RESOURCES DEPARTMENT  
CLASSIFICATION SPECIFICATION**

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**TITLE: UTILITIES WEB DESIGNER****DEFINITION**

Under general supervision, to plan, design, develop, maintain, and support intranet/internet/extranet content, format, and information flow; system upgrades; resolve system problems; create links; schedule system test and backups; conduct studies of department's needs and user requirements; and other work as required.

**REPORTS TO:** Communications Manager**SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from higher-level management staff as required.

**EXAMPLES OF DUTIES**

Typical duties may include, but are not limited to, the following:

- Consult with clients' methods to increase public access/service availability via the Web.
- Assist in determining the desired aesthetic look and feel of web pages.
- Assist in determining content and write/edit website text.
- Locate and use graphics, interactive applets, multi-media elements and links in web page design.
- Work with users in establishing/utilizing desktop interfaces and training.
- Map and maintain consistency in the flow of the site.
- Maintain integrity of site information.
- Evaluate use and usability of assigned sites.
- Develop quality and content standards based on industry standards, management preferences, and availability of resources.
- Evaluate conformance with system security/database integration requirements with City standards.

**QUALIFICATIONS****Knowledge of:**

- Concepts for informational and graphic content.
- Multiple web site development and maintenance.
- Development of electronic forms for use with web-enabled database applications.
- Web administrative tools.
- HTML (Hypertext Markup Language) at a fully functional level.

- Web page design.
- Security systems and database integration requirements.

**Ability to:**

- Establish objectives, activities, and time-lines then completing the work in accordance with established project plan.
- Understand and follow oral and written instructions.
- Manage projects with responsibility for articulating vision, identifying objectives, establishing priorities, and monitoring productivity.
- Develop web front-end interface to new or existing databases to make business applications web accessible.
- Develop and maintain system security and firewall requirements based on established standards and department needs.
- Determine content needs, write text, and insert graphics using standardized formats with responsibility for site utility and user appeal.
- Design web site, develop graphics themes, and create links with responsibility for functionality, performance, and user appeal.

**Education and Experience:**

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to the graduation of the twelfth grade supplemented by courses in **ASP**(Active Server Page)/**SHTML**("Server side include or SSI" hypertext Markup Language)/**XML**(Extensible Markup Language)/**VB Scripting**(Visual Basic Script), **JAVA Scripting**(JavaScript), or **VB/VBA**.(Visual Basic/Visual Basic for Applications).

Experience: A range of 1-3 years of experience in the consulting, design, development, and maintenance of various web sites.

**MEDICAL CATEGORY:** Group 1

**CAREER ADVANCEMENT OPPORTUNITIES**

**FROM:** Utilities Web Designer

**TO:**